MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

MAD2043 – E-MARKETING

(All sections / Groups)

06 MARCH 2019
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including this cover page with 8 questions only.

2. Answer **ALL** Questions in Section A and **ONE** Question in Section B.

3. Please write all your answers in the answer booklet provided.

Section A: Answer ALL questions. (60 marks)

1. Define the following terms and give examples:
   a. churn rate
   b. bounce rate
   c. unique visitor
   d. native advertising
   e. snackable content (10 marks)

2. a. Define micro influencers and macro influencers. (2 marks)
   b. Discuss two (2) advantages of micro influencers compared to macro influencers. (4 marks)
   c. Suggests two (2) methods about how to identify a suitable social media micro-influencers for a marketing campaign. (4 marks)

3. a. How Snapchat tools below can be used in marketing? Give examples:
      i. Snappable
      ii. Shazam (4 marks)
   b. Discuss three(3) SEO strategies to optimize your website for voice search. (6 marks)

4. a. Discuss two (2) advantages of mobile wallet compared to credit cards. (2 marks)
   b. Blockchain is described as distributed and transparent. Explain the following characteristic of blockchain and give a suitable example:
      i. distributed
      ii. transparent (4 marks)
   c. Discuss the pros and cons of accepting bitcoin as a payment method. (4 marks)

5. a. Define Hyperlocal Marketing. Give an example. (2 marks)
   b. Discuss the differences between multichannel and omnichannel marketing. (2 marks)
   c. Explain disruptive marketing. Give an example. (2 marks)
   d. Explain how Google Remarketing works. (2 marks)
   e. Discuss two (2) disadvantages of chatbots. (2 marks)

6. a. Explain "News Feed Ads" in social media . Give an example. (2 marks)
   b. The use of ad blockers in web browsers has increased significantly over the years. Discuss how advertiser can overcome this problem. Discuss four (4) methods and give examples. (8 marks)

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Section B: Answer <u>ONE</u> question only. (20 marks)

7. The success of Netflix Marketing Strategy. (20 marks)

8. The success of Tencent Marketing Strategy. (20 marks)

Choose any ONE of the topic above and explain:

i. Background of the company
ii. Business model
iii. Marketing strategies
iv. Factors of success

Write your answer in point form. Total length: 200 to 300 words.

End of Page.